

Revision for
preemption / MG times

ORDER



Orders
Order / Rev: 36334
Alt Order #: 07904026
Product Desc: DESJARLAIS/C/R
Estimate:
Flight Dates: 10/11/12 - 10/20/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

WTVF

Primary AE: Fran Berg
Sales Office: WADC
Sales Region: National

Agency
Name: SRH Media Inc
Buying Contact:
Billing Contact:
 2204 Countryside Dr
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Scott Desjarlais for Congress
Demographic: A35+
Product Codes: PO01
Priority: P4
Revenue Codes: AGY, POL, CAND

New Business Thru: 09/30/11
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	71	\$45,000.00	\$38,250.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	71	\$45,000.00	\$38,250.00	0.00
Totals	71	\$45,000.00	\$38,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTVF	40%	\$45,000.00
Market	100%	\$112,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$67,500.00
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVF	10/11/12	10/12/12	M-F 5a-6a	CM	5a-6a	---TF--	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
5A NEWS 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---TF-- 2 \$300.00 0.00															
2	WTVF	10/15/12	10/19/12	M-F 5a-6a	CM	5a-6a	MTWTF--	:30	5	\$300.00	P4	0.00	NM	5	\$1,500.00

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Advertiser: Scott Desjarlais for Congress
 Product Desc: DESJARLAIS/C/R
 Estimate: WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5a-6a M-F 5a-6a										
				5A NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	MTWTF--	5		\$300.00		0.00					
3	WTVF	10/11/12	10/12/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a ---TF--	:30	2	\$525.00	P4	0.00	NM	2	\$1,050.00
				6A NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	---TF--	2		\$525.00		0.00					
4	WTVF	10/15/12	10/19/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a MTWTF--	:30	5	\$525.00	P4	0.00	NM	5	\$2,625.00
				6A NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	MTWTF--	5		\$525.00		0.00					
5	WTVF	10/11/12	10/12/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a ---TF--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
				7A NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	---TF--	2		\$400.00		0.00					
6	WTVF	10/15/12	10/19/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a MTWTF--	:30	5	\$400.00	P4	0.00	NM	5	\$2,000.00
				7A NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	MTWTF--	5		\$400.00		0.00					
7	WTVF	10/11/12	10/12/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a ---TF--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
				EARLY SHOW	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	---TF--	2		\$200.00		0.00					
8	WTVF	10/15/12	10/19/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a MTWTF--	:30	5	\$200.00	P4	0.00	NM	5	\$1,000.00
				EARLY SHOW	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	MTWTF--	5		\$200.00		0.00					
9	WTVF	10/11/12	10/12/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p ---TF--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
				4P NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	---TF--	2		\$400.00		0.00					
10	WTVF	10/15/12	10/19/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p MTWTF--	:30	5	\$400.00	P4	0.00	NM	5	\$2,000.00
				4P NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	MTWTF--	5		\$400.00		0.00					
11	WTVF	10/11/12	10/12/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p ---TF--	:30	2	\$625.00	P4	0.00	NM	2	\$1,250.00
				5P NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	---TF--	2		\$625.00		0.00					
12	WTVF	10/15/12	10/19/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p MTWTF--	:30	5	\$625.00	P4	0.00	NM	5	\$3,125.00
				5P NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/15/12	10/21/12	MTWTF--	5		\$625.00		0.00					
13	WTVF	10/11/12	10/12/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p ---TF-- (6:00 PM-6:30 PM)	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
				6P NEWS	1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	---TF--	2		\$750.00		0.00					
14	WTVF	10/15/12	10/19/12		CM	6p-630p MTWTF--	:30	5	\$750.00	P4	0.00	NM	5	\$3,750.00

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 Flight Dates: 10/11/12 - 10/20/12

Advertiser: Scott Desjarlais for Congress
 Product Desc: DESJARLAIS/C/R
 Estimate:

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6p-7p M-F 6p-630p (6:00 PM-6:30 PM) 6P NEWS 1/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWTF-- 5 \$750.00 0.00														
15	WTVF	10/11/12	10/12/12	M-F 6p-7p M-F 630p-7p (6:30 PM-7:00 PM)	CM	630p-7p ---TF--	:30	2	\$700.00	P4	0.00	NM	2	\$1,400.00
630P NEWS 1/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---TF-- 2 \$700.00 0.00														
16	WTVF	10/15/12	10/19/12	M-F 6p-7p M-F 630p-7p (6:30 PM-7:00 PM)	CM	630p-7p MTWTF--	:30	5	\$700.00	P4	0.00	NM	5	\$3,500.00
630P NEWS 1/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWTF-- 5 \$700.00 0.00														
17	WTVF	10/11/12	10/14/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p (6:30 PM-7:00 PM)	CM	10p-1035p ---TF-S	:30	3	\$1,100.00	P4	0.00	NM	3	\$3,300.00
10P NEWS 1/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---TF-S 3 \$1,100.00 0.00														
18	WTVF	10/15/12	10/19/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p (6:30 PM-7:00 PM)	CM	10p-1035p MTWTF--	:30	5	\$1,100.00	P4	0.00	NM	5	\$5,500.00
10P NEWS 1/DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWTF-- 5 \$1,100.00 0.00														
20	WTVF	10/16/12	10/17/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a -11----	:30	2	\$450.00	P2	0.00	NM	2	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -11---- 2 \$450.00 0.00														
21	WTVF	10/17/12	10/19/12	M,W,F CBS News 530p-6p M, W, F, 530p-6p	CM	528p-6p --1-1--	:30	2	\$2,250.00	P1	0.00	NM	2	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --1-1-- 2 \$2,250.00 0.00														
N22	WTVF	10/18/12	10/18/12	Thu CBS Prime 9p-10p Elementary	CM	9p-10p ---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$1,500.00 0.00														
N23	WTVF	10/19/12	10/19/12	Fri CBS Prime 9p-10p Blue Bloods	CM	9p-10p ----F--	:30	1	\$1,600.00	P4	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----F-- 1 \$1,600.00 0.00														
N24	WTVF	10/17/12	10/19/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a --WTF--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 1 \$400.00 0.00														
Totals													71	\$45,000.00

1 of 2

55
45
GF 10/15/12

FRAN

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
	*19	SA	230P-6P	FOOTBALL	:30	\$3,500.00	10/20-10/20	0	0	0	\$0.00
		Sales Remark: V5 CX 1X DUE NO GAME AIRING									
		V5 Comment Changed, Spots/week Changed									
	*22	TH	9P-10P	ELEMENTARY	:30	\$1,500.00	10/18-10/18	1	1	1	\$1,500.00
		Sales Remark: V5 ADD									
		V5 Added									
	*23	F	9P-10P	BLUE BLOODS	:30	\$1,600.00	10/19-10/19	1	1	1	\$1,600.00
		Sales Remark: V5 ADD									
		V5 Added									
	*24	W-F	7A-8A	7A NEWS	:30	\$400.00	10/17-10/19	1	1	1	\$400.00
		Sales Remark: V5 ADD									
		V5 Added									

Rep Order# 7904026 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36334

Printed: 10/15/2012 3:25 PM
Last Received: 10/15/2012 3:17 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WTVF-TV NASHVILLE TN
Advertiser () DESIARLAIS, SCOTT
Product DESIARLAIS/C/R
Estimate#
Buyer STEVE HAZELTON
Phone#
Fax#

Agency () SRH MEDIA INC
2204 COUNTRYSIDE DR
SILVER SPRING, MD 20905
Agency C/P1/P2/E
Flight Dates 10/11/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

---REPORT TOTALS---

Report Totals: 3 / \$3,500.00

---SALES MONTHLY TOTALS---

Oct 12: 71 / \$45,000.00
Sales Totals: 71 / \$45,000.00
Station Totals: 71 / \$45,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$112,500

CABL	0%	CBIA	0%	CBLB	0%	INTA	0%	NCEP	0%
UNKN	60%	WKRN	0%	WNAB	0%	WSMV	0%	WTVF	40%
WUXP	0%	WZTV	0%						

Books null
Demos RA35+

W0
36334

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, steve hazleton,

being/on behalf of: Friends of Scott DesJarlais, a legally

qualified candidate of the republican political

party for the office of: US Congress

in the general

election to be held on: nov 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: see schedule

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

friends of Scott DesJarlais

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Troy Brewer

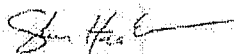
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

1/6/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

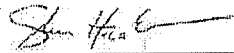
I, friends of Scott DesJarlais
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

friends of Scott DesJarlais

printed name

1/6/12

date